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PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Nick Steele et al. )  
Application No.: 09/933,567 ) Art Unit: 2167  
Filing Date: August 20, 2001 ) Examiner: Greta Lee Robinson  
Title: Branding And Revenue Sharing ) Confirmation No.: 7300  
For Facilitating Storage, ) Atty. Docket: 07258.105002  
Management And Distribution )  
Of Consumer Information )

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

Mail Stop After-Final Amendment

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed May 11, 2006, Applicants submit the following amendments and remarks for the Examiner's consideration.

Amendments to the claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

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I hereby certify that this correspondence is being facsimile transmitted to the central facsimile number 571-273-8300 at the United States Patent and Trademark Office on July 11, 2006.

*Kerry L. Broom*

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